

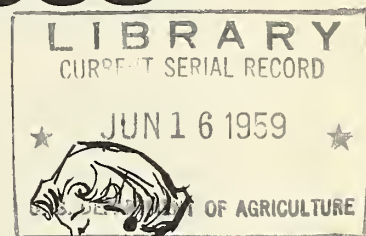
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CONSUMER PURCHASES OF Selected Fruits and Juices

March 1959



CPFJ- 81

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

WASHINGTON D.C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

May 1959

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
MARCH 1959

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: The data in this report represent estimated total purchases :
: by household consumers only and do not include those by hotels, :
: restaurants, hospitals, or other institutional outlets. Data for:
: single months are for 4-week periods (28 days) to permit compari-:
: sons between periods of equal length. :

SUMMARY

Household consumers purchased moderately more fresh oranges, single-strength orangeade, and shelf-pack orangeade in March 1959 than in March 1958. Frozen concentrated orange juice was bought in about the same volume as a year earlier, but purchases of chilled orange juice declined 12 percent, and purchases of canned orange juice dropped 56 percent to reach a new low for this series.

Buying of fresh grapefruit held at the March 1958 level, in contrast to a 14-percent decline in purchases of canned grapefruit juice and canned grapefruit sections.

Frozen concentrated lemonade was bought in substantially greater volume than in March 1958. Canned single-strength lemon juice and fresh lemons, however, were purchased in smaller volume.

Purchases of pineapple-grapefruit drink increased one-third over the preceding March, and buying of tomato juice rose to a near-record level. On the other hand, there were declines in the buying of prune and pineapple juices.

Prices paid for fresh citrus fruits were as much as 12 percent lower than in March 1958, and there were some declines in prices for frozen orange concentrate, frozen lemonade concentrate, and tomato juice although higher prices were paid for other juices. Production of canned orange and grapefruit juices was well below levels of a year earlier.

CONCENTRATED JUICES AND ADES

Householders bought about the same amount of frozen concentrated orange juice in March 1959 as in either of the 2 preceding months or in March 1958. ^{1/} Purchases averaged 7 cans (6-ounce) for the 26 percent of the Nation's families buying the product. Prices paid, at 20.3 cents per can, were down about 1 cent from a year earlier (tables 1 and 7).

^{1/} Data in this report are for 28-day periods to facilitate comparisons.

In contrast to the steady purchases of frozen orange concentrate, buying of other frozen concentrates for home use declined 16 percent from the March 1958 level. On the average, consumers paid 19.7 cents for 6-ounce can of "other" frozen juices, about the same as paid during the 6 preceding months (table 12).

A moderate gain over March 1958 occurred in the quantity of shelf-pack orangeade purchased for home use. The greater volume was associated with a larger average-size purchase per buying family. Prices paid averaged 19.3 cents per 6-ounce can, 1.7 cents higher than a year earlier (table 9).

Retail purchases of frozen concentrated lemonade increased about a fifth over March 1958, reflecting a larger proportion of families buying the product. Purchases were made at an average price of 11.8 cents per 6-ounce can, 0.8 cent less than in the preceding March (table 8).

SINGLE-STRENGTH JUICES, ADES, AND DRINKS

About 12 percent less chilled orange juice was bought by householders in March 1959 than a year earlier. Purchases were down moderately from the preceding month in contrast to gains in volume over February in the 2 preceding years. The decline was associated with a smaller proportion of the families buying as well as a smaller purchase per buying family. The average price paid was 41.6 cents per quart, up 1.4 cents from February, 3.2 cents from March 1958. The cost of a serving of orange juice purchased in this form was about 54 percent higher than the cost of an equal serving made from frozen orange concentrate (table 13).

Retail prices for canned single-strength orange juice continued to rise in March 1959, reaching a peak of 42.5 cents per 46-ounce can. Purchases dropped 56 percent or about 900,000 cases (equivalent 24 No. 2's), from March a year earlier to a new low for this series. Only about 7 percent of the Nation's families bought the product compared with about 12 percent buying in March 1958. The average size of purchase per buying family was one-fourth smaller than a year earlier. The average price for a serving of orange juice bought in this form was 9 percent higher than the cost of an equal serving prepared from frozen orange concentrate. Production of canned orange juice in the 1958-59 season remained well below levels of the 2 preceding years (table 14).

Consumer purchases of canned single-strength grapefruit juice in March 1959 rose 17 percent over February--the reverse of the usual seasonal change between these 2 months. Despite this gain the volume of purchases remained well below the level of March 1958. Purchases per buying family averaged a little less than 2 cans (46-ounce) or about 10-percent less than in March 1958, and there was a smaller proportion of families buying. Retail prices were down 2.4 cents from February, a continuation of the downward trend begun in November 1958. Nevertheless, prices remained well above 1957-58 levels. The pack of this product thus far in 1958-59 was substantially less than in either of the 2 preceding seasons (table 15).

Retail purchases of single-strength lemon juice in March 1959 were nearly the same as in March a year earlier. Prices paid for this product, which have been steady since October 1958, rose to 11.5 cents per 5½-6-ounce can, up 1.8 cents from last month to reach the highest price reported in 2 years (table 16).

Household buying of pineapple juice remained below 1957-58 levels, with March purchases down about 17 percent from a year earlier. This juice was bought by about 10 percent of the Nation's families, compared with about 12 percent in March 1958. Purchases averaged nearly 2 cans (46-ounce) per buying family. In comparison with a year earlier, retail prices were up 3 cents to 32.2 cents per can (table 17).

Purchases of prune juice dropped about 10 percent from March 1958, reflecting a smaller crop of prunes and higher prices. There was some decline in both the proportion of families buying and in the average size of purchase per buying family. Retail prices were up 9.2 cents to an average of 42.6 cents per quart (table 19).

Householders bought 8 percent more tomato juice in March 1959 than a year earlier. Purchases were up 13 percent from the preceding month for a substantially greater than usual seasonal rise. The gain over a year earlier was accounted for by a larger average size of purchase per buying family. This juice was bought at an average price of 26.9 cents per 46-ounce can, 1.6 cents less than in March 1958 (table 20).

Consumer purchases of canned single-strength juices other than the 6 individually reported declined moderately from March 1958. On the average, 39.3 cents was paid for a 46-ounce can of such juices, about 3 cents less than paid for canned orange juice (table 12).

Purchases of pineapple-grapefruit drink in March 1959, despite a drop from the preceding month, were nearly one-third greater than a year earlier. About 9 percent of the Nation's families bought the drink, compared with about 7 percent in March 1958. The average price paid in March 1959, 30.5 cents per 46-ounce can, was roughly 1 cent higher than February 1959 or March 1958 prices (table 18).

Retail purchases of single-strength orangeade in March 1959 were moderately above the March 1958 level. The gain was associated with a larger proportion of buying families, which more than offset a decline in the average size of purchase per buying family to the lowest level in 3 years. The average price paid for this product was up 3.2 cents from a year earlier to 31 cents per 46-ounce can (table 21).

FRESH AND CANNED FRUIT

Householders purchased 7 percent more fresh oranges in March 1959 than in the same month of 1958. This was the first time in the 1958-59 season that purchases exceeded levels of the corresponding month a year earlier. The gain in volume reflected a higher proportion of families buying and a larger size of purchase per buying family. The average of 50.1 cents paid

for a dozen oranges was 6.7 cents less than a year earlier. The 1958-59 orange crop was about 13 percent greater than the small crop of the preceding season, but was about 6 percent smaller than the crop-year average for 1954-56 (tables 3 and 22).

Purchases of California-Arizona oranges were up 50 percent from a year earlier to the highest level in nearly 3 years. Twenty-six percent of the Nation's families bought these oranges, the largest proportion recorded in about 7 years. The average size of purchase per buying family also was substantially larger than in March a year earlier. Retail prices were down about one-third to 51.4 cents per dozen. Production of oranges in California-Arizona rose substantially from the small 1957-58 crop, to almost equal the 1954-56 average (table 23).

Purchases of fresh Florida oranges for household use in March 1959 were down 25 percent from the level of the preceding March and 50 percent from the 1955-57 average for the month. These declines reflected rather substantial decreases in the proportion of families buying and a somewhat smaller average size of purchase per buying family. Florida oranges were bought at an average price of 49 cents a dozen, up about 4 cents from March 1958. The 1958-59 orange crop in Florida was a little smaller than the 1957-58 crop and about 10 percent smaller than the average crop for 1954-56 (table 24).

Consumer purchases of Texas oranges declined substantially from March 1958, and there was a moderate decline in purchases of oranges not identified as to area of origin. Retail prices for Texas oranges were up about 6 cents per dozen, while prices for unidentified oranges dropped about 2 cents.

Purchases of fresh grapefruit for home use in March 1959 continued to hold at about the level of the corresponding month in 1958. Only about 28 percent of the Nation's families bought grapefruit, the smallest proportion reported for the month in the more than 9 years these data have been obtained. The decline in the proportion of families buying was offset by a larger purchase per buying family. Production of grapefruit increased about 9 percent over 1957-58, but the crop was slightly smaller than the average for 1954-56. About 86.1 cents was paid on the average for a dozen grapefruit, a decline of 3.5 cents from March 1958 (table 27).

Purchases of Florida grapefruit rose 19 percent over March 1958, reflecting some increase in the proportion of the families buying, along with an 11-percent increase in the average size of purchase. Florida grapefruit were bought at an average of 89.8 cents per dozen, about 11 cents less than in the preceding March (table 26).

Purchases of California-Arizona grapefruit declined 15 percent in comparison with March 1958, reflecting a smaller proportion of families buying. Prices paid for these grapefruit averaged 78.4 cents a dozen, 6.7 cents more than a year earlier (table 25).

The quantity of Texas grapefruit purchased for home use in March 1959 was substantially smaller than the volume of a year earlier, and buying of

unidentified grapefruit declined about 11 percent. There was an increase of 4 cents in prices paid for Texas grapefruit whereas unidentified grapefruit dropped about 8 cents per dozen.

Household buying of canned grapefruit sections declined about 13 percent from March 1958 to nearly the lowest volume reported in the $2\frac{1}{2}$ years this series on grapefruit sections has been maintained. The decline from a year earlier was associated with a decrease in the proportion of families buying, along with a smaller average size of purchase. The average purchase was made at a price of 20.7 cents per No. 303 can, about 1 cent more than a year earlier (table 28).

The quantity of lemons bought for home use and prices paid for them continued to remain below both the 1957-58 levels and the 3-year averages. Purchases were down about 10 percent from a year earlier, reflecting the smallest proportion of buying families in March in the more than 9 years this series has been reported. An average of 43.9 cents was paid for a dozen lemons, a decrease of 2.6 cents from March 1958 (table 29).

Table 1.--Concentrated juices and ades: Summary consumer purchases, percentage of families buying and average prices paid, March 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume				Unit		
	1959	1958	1959	1958	1959	1958	1959	1958	Unit	1959	1958
	1,000	1,000									
	<u>gallons</u>	<u>gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Frozen juices:											
Orange	4,367	4,360	2.1	2.2	20.0	18.6	26.1	26.7	6	20.3	21.2
Other	690	821	1/	1/	13.6	1/	1/	1/	6	19.7	1/
Total	5,057	5,181	2.3	2.5	18.7	17.6	28.8	30.0			
Frozen ades:											
Lemon	261	216	1.4	1.5	17.7	17.1	2.6	2.1	6	11.8	12.6
Lime	2/	1/	2/	1/	2/	1/	.2	1/	6	2/	1/
Shelf-pack orangeade	104	96	1.7	1.4	15.3	16.5	1.0	1.0	6	19.3	17.6

1/ Data not available. 2/ Too few purchases reported for analysis.

Table 2.--Single-strength juices, ades and drinks: Summary consumer purchases, percentage of families buying and average prices paid, March 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume				Unit		
	1959	1958	1959	1958	1959	1958	1959	1958	Unit	1959	1958
	1,000	1,000									
	<u>gallons</u>	<u>gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Chilled orange juice	1,993	2,277	3.1	3.3	36.8	36.4	4.4	4.8	32	41.6	38.4
	1,000	1,000									
	<u>cases</u>	<u>cases</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Canned juices:											
Orange	694	1,580	1.6	1.9	52.8	60.2	6.7	11.8	46	42.5	32.6
Grapefruit	689	798	1.4	1.6	63.9	62.5	6.5	6.9	46	32.4	28.4
Lemon	52	54	1.3	1.3	14.7	15.2	2.4	2.3	5 1/2-6	11.5	11.0
Prune	596	659	1.8	1.8	39.9	40.8	6.9	7.6	32	42.6	33.4
Pineapple	1,079	1,297	1.5	2/	60.5	2/	10.4	12.4	46	32.2	29.1
Tomato	2,033	1,873	1.5	1.6	65.0	56.0	18.1	18.1	46	26.9	28.5
Other	1,807	3,976	1.8	2.1	44.0	52.8	19.0	31.3	46	39.3	31.5
Total	6,950	8,940	2.4	2.8	52.8	53.6	46.6	52.0			
Single-strength orangeade	444	417	1.5	1.5	68.0	71.3	3.7	3.2	46	31.0	27.8
Pineapple-grapefruit drink	973	755	1.4	2/	66.9	2/	8.6	6.9	46	30.5	29.4

1/ Equivalent cases 24 No. 2 cans. 2/ Data not available.

Table 3.--Fresh and canned fruit: Summary consumer purchases, percentage of families buying and average prices paid, March 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family:				Percentage of families buying		Average prices paid per dozen	
			Number		Volume					
	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958
	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Percent	Percent	Cents	Cents
Fresh oranges:										
California-Arizona	1,374	922	1.9	1.9	12.1	9.1	26.2	20.3	51.4	74.5
Florida	646	851	1.9	1.9	12.8	13.6	11.0	15.0	49.0	45.1
Unidentified	374	396	1.5	1.5	11.6	11.3	9.2	9.3	48.1	50.5
Total 1/	2,465	2,297	2.2	2.1	12.1	11.2	40.5	39.7	50.1	56.8
Fresh grapefruit:										
California-Arizona	239	281	1.6	1.6	7.4	6.8	3.1	3.9	78.4	71.7
Florida	1,260	1,055	2.0	2.0	5.5	4.9	17.3	16.3	89.8	100.9
Unidentified	425	477	1.5	1.5	5.6	4.8	7.8	9.8	84.9	93.0
Total 1/	2,178	2,193	2.0	2.0	5.8	5.4	28.2	30.1	86.1	89.6
Lemons	227	251	1.5	1.6	6.6	6.2	15.6	17.2	43.9	46.5
Limes	2/	3/	2/	3/	2/	3/	2/	3/	2/	3/
Tangerines	2/	2/	2/	2/	2/	2/	.9	.4	2/	2/
	1,000 cases 4/	1,000 cases 4/	Number	Number	Ounces	Ounces	Percent	Percent	Cents 5/	Cents 5/
Canned grapefruit sections	209	240	1.4	1.4	34.7	35.8	4.1	4.7	20.7	19.8

1/ Includes purchases of Texas fruit. 2/ Too few purchases reported for analysis. 3/ Data not available.
4/ Equivalent cases 24 No. 2 cans...480 ounces per case. 5/ Price per No. 303 can.

Table 4.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1957 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	750	1,526	2,871	4,037	620	724	328	296	4,569	6,583
Nov.	1,176	2,162	2,796	3,981	526	750	352	308	4,850	7,201
Dec.	2,474	3,039	2,513	3,649	469	595	314	295	5,770	7,578
Oct.-Dec.	4,749	7,343	8,794	12,557	1,721	2,218	1,058	983	16,322	23,101
Jan.	2,585	2,666	2,968	3,557	475	836	356	390	6,384	7,449
Feb.	2,623	2,670	3,016	3,401	484	809	378	396	6,501	7,276
Mar.	2,465	2,297	2,970	3,353	416	976	355	417	6,206	7,043
Oct.-Mar.	13,085	15,578	18,479	23,750	3,199	5,100	2,232	2,300	36,995	46,728
Apr.		1,884		3,090		937		344		6,255
May		1,686		3,030		893		336		5,945
Jun.		1,125		2,570		827		334		4,856
Oct.-Jun.		20,651		33,149		7,954		3,387		65,141
Jul.		801		2,519		796		315		4,431
Aug.		685		2,506		677		279		4,147
Sep.		660		2,677		635		294		4,266
Season		22,970		41,460		10,192		4,363		78,985

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

Table 5.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1957 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
Oct.	291	1,152	527	715	231	180	1,049	2,047
Nov.	1,243	1,726	495	667	194	164	1,932	2,557
Dec.	1,664	1,825	375	554	142	134	2,181	2,513
Oct.-Dec.	3,543	5,146	1,499	2,099	602	513	5,644	7,758
Jan.	2,105	2,000	446	722	158	199	2,709	2,921
Feb.	2,376	2,336	432	639	159	185	2,967	3,160
Mar.	2,178	2,193	505	596	144	159	2,827	2,948
Oct.-Mar.	10,749	12,266	3,007	4,209	1,107	1,091	14,863	17,566
Apr.		1,638		657		187		2,482
May		1,085		610		203		1,898
Jun.		496		560		209		1,265
Oct.-Jun.		15,656		6,161		1,745		23,562
Jul.		226		504		196		926
Aug.		137		508		183		828
Sep.		81		497		222		800
Season		16,128		7,794		2,393		26,315

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

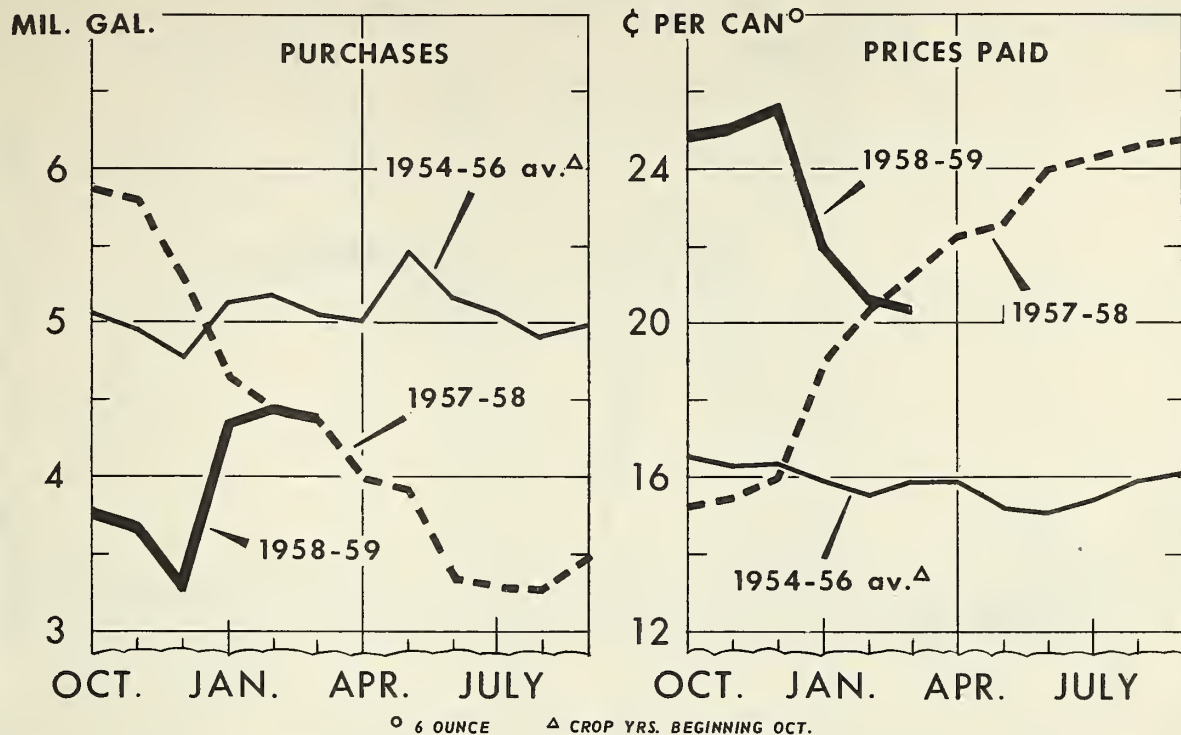
Table 6.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1957 to date

Period 1/	Fresh lemons		Lemon juice		Frozen concentrated lemonade		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
Oct.	248	259	61	49	99	88	408	396
Nov.	201	226	44	46	50	48	295	320
Dec.	203	243	55	52	41	43	299	338
Oct.-Dec.	703	790	168	161	196	188	1,067	1,139
Jan.	189	261	53	39	36	38	278	338
Feb.	220	242	53	48	36	40	309	330
Mar.	227	251	54	56	55	46	336	353
Oct.-Mar.	1,395	1,604	339	313	335	327	2,069	2,244
Apr.		295		57		92		444
May		363		70		235		668
Jun.		508		87		432		1,027
Oct.-Jun.		2,888		541		1,216		4,645
Jul.		585		116		588		1,289
Aug.		538		91		559		1,188
Sep.		317		67		205		589
Season		4,429		837		2,678		7,944

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

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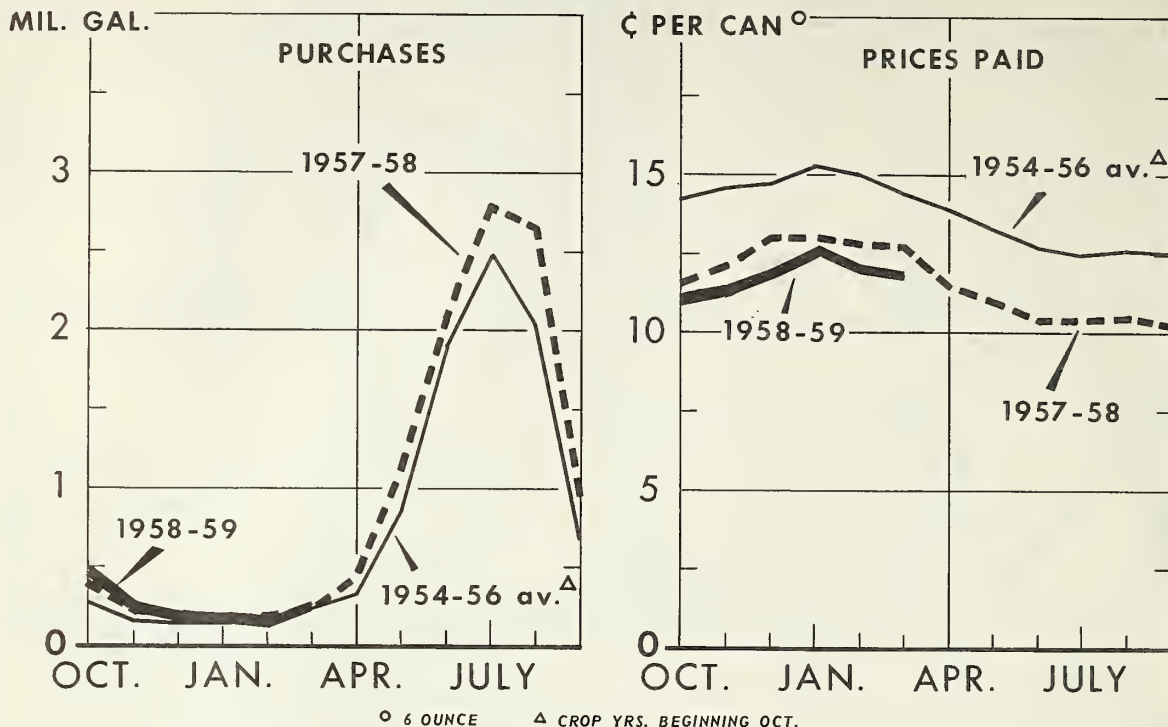
Table 7.--Frozen concentrated orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	3,743	5,851	5,064	24.4	30.9	29.3	24.8	15.2	16.6
Nov.	3,646	5,770	4,955	24.1	31.2	28.6	25.0	15.4	16.3
Dec.	3,276	5,288	4,751	22.4	29.3	28.9	25.5	15.9	16.4
Oct.-Dec.	11,465	18,198	15,902						
Jan.	4,364	4,626	5,122	25.8	27.9	27.9	22.0	18.9	15.9
Feb.	4,436	4,423	5,179	26.2	28.0	28.3	20.5	20.3	15.5
Mar.	4,367	4,360	5,043	26.1	26.7	27.7	20.3	21.2	15.8
Oct.-Mar.	25,707	32,753	32,579						
Apr.		3,992	5,006		25.2	28.0		22.2	15.8
May		3,915	5,441		24.2	30.8		22.5	15.2
Jun.		3,320	5,147		23.5	30.3		23.9	15.1
Oct.-Jun.		44,896	49,479						
Jul.		3,284	5,061		22.9	29.7		24.2	15.4
Aug.		3,267	4,897		23.0	29.3		24.6	15.9
Sep.		3,490	4,987		24.0	28.6		24.7	16.1
Season		55,732	65,680					20.0	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED LEMONADE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6648-59 (5) AGRICULTURAL MARKETING SERVICE

Table 8.--Frozen concentrated lemonade: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period ^{1/}	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
			1954-55/ 1956-57						1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	467	415	275	3.8	3.6	3.8	11.0	11.5	14.2
Nov.	236	228	163	2.4	2.3	1.9	11.3	12.0	14.6
Dec.	192	203	147	2.0	2.4	1.9	11.9	12.9	14.7
Oct.-Dec.	930	891	626						
Jan.	171	181	150	1.9	2.3	2.1	12.6	12.9	15.2
Feb.	169	191	153	1.9	2.3	1.9	12.0	12.7	15.0
Mar.	261	216	217	2.6	2.1	2.8	11.8	12.6	14.4
Oct.-Mar.	1,587	1,548	1,188						
Apr.		434	320		4.7	3.5		11.4	13.9
May		1,115	846		8.8	8.5		10.8	13.2
Jun.		2,048	1,908		14.3	17.0		10.3	12.7
Oct.-Jun.		5,761	4,578						
Jul.		2,786	2,463		18.4	19.1		10.3	12.5
Aug.		2,651	2,035		16.9	16.0		10.4	12.6
Sep.		973	699		7.8	6.4		10.2	12.5
Season		12,691	10,171					10.6	12.9

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 9.--Shelf-pack orangeade: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	123	117	0.9	1.0	1.3	2/	17.2	16.9
Nov.	2/	2/	2/	.9	.8	.8	2/	2/	2/
Dec.	88	2/	87	1.0	.8	1.0	19.3	2/	17.3
Oct.-Dec.	306	342	304						
Jan.	2/	109	2/	.9	1.0	.9	2/	16.9	2/
Feb.	2/	106	2/	.8	1.0	.9	2/	17.0	2/
Mar.	104	96	2/	1.0	1.0	.8	19.3	17.6	2/
Oct.-Mar.	597	678	576						
Apr.		127	124		1.2	1.1		19.0	17.1
May		153	85		1.3	1.0		17.7	17.1
Jun.		144	107		1.6	1.1		17.9	17.0
Oct.-Jun.		1,147	920						
Jul.		148	114		1.4	1.3		17.8	16.9
Aug.		112	124		1.1	1.3		18.6	16.3
Sep.		92	2/		1.1	.8		18.7	2/
Season		1,516	1,277					17.8	17.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

Table 10.--All frozen concentrated juices: Consumer purchases and percentage of families buying October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent
Oct.	4,544	6,478	5,608	27.7	32.9	30.9
Nov.	4,437	6,405	5,434	27.1	33.5	30.1
Dec.	3,983	5,936	5,243	25.3	31.9	30.7
Oct.-Dec.	13,918	20,232	17,541			
Jan.	5,006	5,408	5,692	28.1	30.9	29.7
Feb.	5,091	5,276	5,753	28.6	31.2	30.1
Mar.	5,057	5,181	5,652	28.8	30.0	29.6
Oct.-Mar.	30,305	37,466	36,129			
Apr.		4,876	5,574		28.9	29.9
May		4,685	6,057		27.6	32.9
Jun.		4,074	5,816		26.8	32.9
Oct.-Jun.		52,242	55,042			
Jul.		4,142	5,764		27.1	32.4
Aug.		4,096	5,533		26.5	31.6
Sep.		4,293	5,569		27.4	31.1
Season		65,799	73,323			

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 11.--All canned single-strength juices: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases 2/			Families buying			Equivalent prices paid per No. 2 can		
	1958-59	1957-58	Average : 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average : 1954-55/ 1956-57
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	7,188	7,462	6,911	46.3	50.1	46.6	15.0	13.5	13.4
Nov.	6,657	7,587	6,637	45.4	50.7	45.9	15.3	13.5	13.5
Dec.	6,049	6,576	6,418	42.9	47.1	46.0	15.6	13.8	13.7
Oct.-Dec.	21,403	23,255	21,563						
Jan.	6,876	7,850	7,156	46.5	50.9	47.2	15.5	13.4	13.5
Feb.	6,685	7,723	7,363	45.7	51.3	47.7	15.6	13.5	13.3
Mar.	6,950	8,185	7,420	46.6	52.0	49.0	15.3	13.7	13.3
Oct.-Mar.	43,615	49,130	45,404						
Apr.		7,963	7,343		51.5	48.2		13.9	13.3
May		8,090	7,406		51.4	48.2		13.9	13.3
Jun.		7,182	7,323		51.3	49.1		14.0	13.4
Oct.-Jun.		74,649	69,303						
Jul.		7,348	7,120		51.4	47.8		14.4	13.6
Aug.		7,066	6,754		47.6	47.6		14.4	13.6
Sep.		6,718	6,727		46.9	45.9		14.7	13.6
Season		97,402	91,509					13.9	13.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ 1956-58 adjusted to exclude pineapple-grapefruit drink. 3/ Equivalent cases 24 No. 2 cans...432 oz. per case.

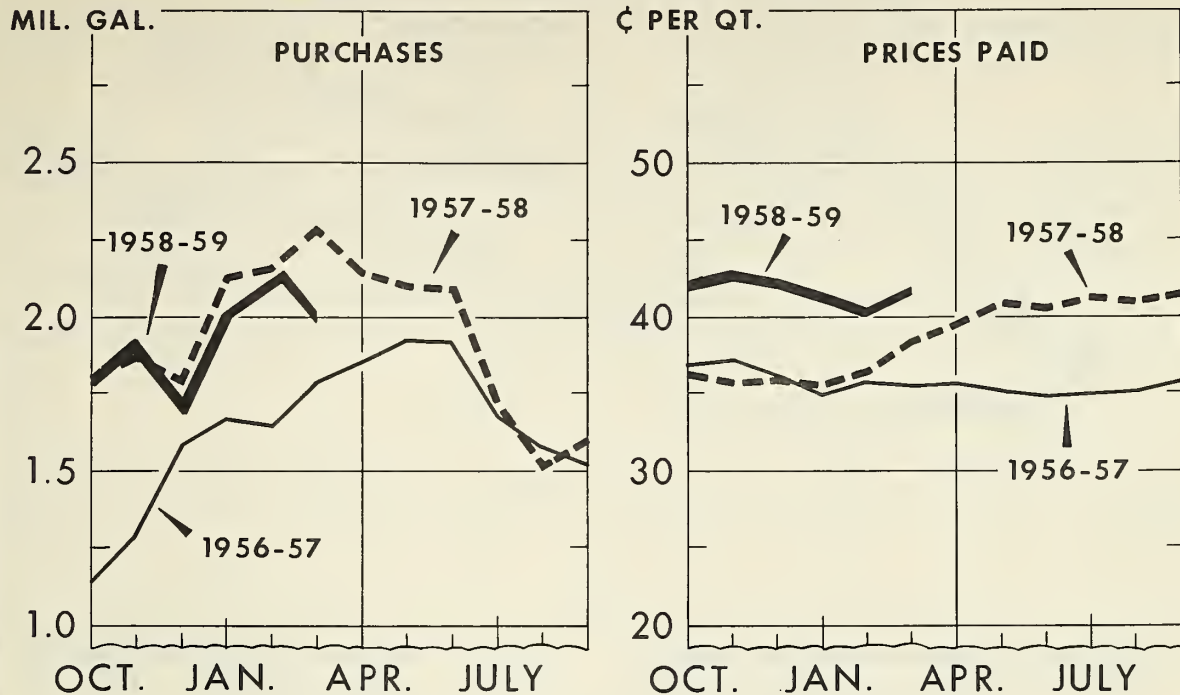
Table 12.--Frozen concentrated and canned single-strength juices not individually reported: Consumer purchases, October 1956 to date

Period 1/	Frozen concentrated juices 2/			Canned single-strength juices 3/		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/
Oct.	801	627	532	1,746	1,610	1,344
Nov.	791	635	450	1,712	1,439	1,293
Dec.	707	648	503	1,631	1,441	1,354
Oct.-Dec.	2,453	2,034	1,631	5,510	4,823	4,274
Jan.	642	782	578	1,845	1,652	1,440
Feb.	655	853	599	1,806	1,694	1,487
Mar.	690	821	633	1,807	1,924	1,519
Oct.-Mar.	4,598	4,713	3,599	11,441	10,564	9,131
Apr.		884	538		1,833	1,397
May		770	598		1,970	1,631
Jun.		754	673		1,926	1,583
Oct.-Jun.		7,346	5,565		16,781	14,104
Jul.		858	690		1,906	1,475
Aug.		829	621		1,737	1,475
Sep.		803	567		1,618	1,363
Season		10,067	7,609		22,469	18,743

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Excludes frozen concentrated orange juice. 3/ Excludes canned single-strength orange, grapefruit, lemon, pineapple, prune, and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 oz. per case.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6646-59 (5) AGRICULTURAL MARKETING SERVICE

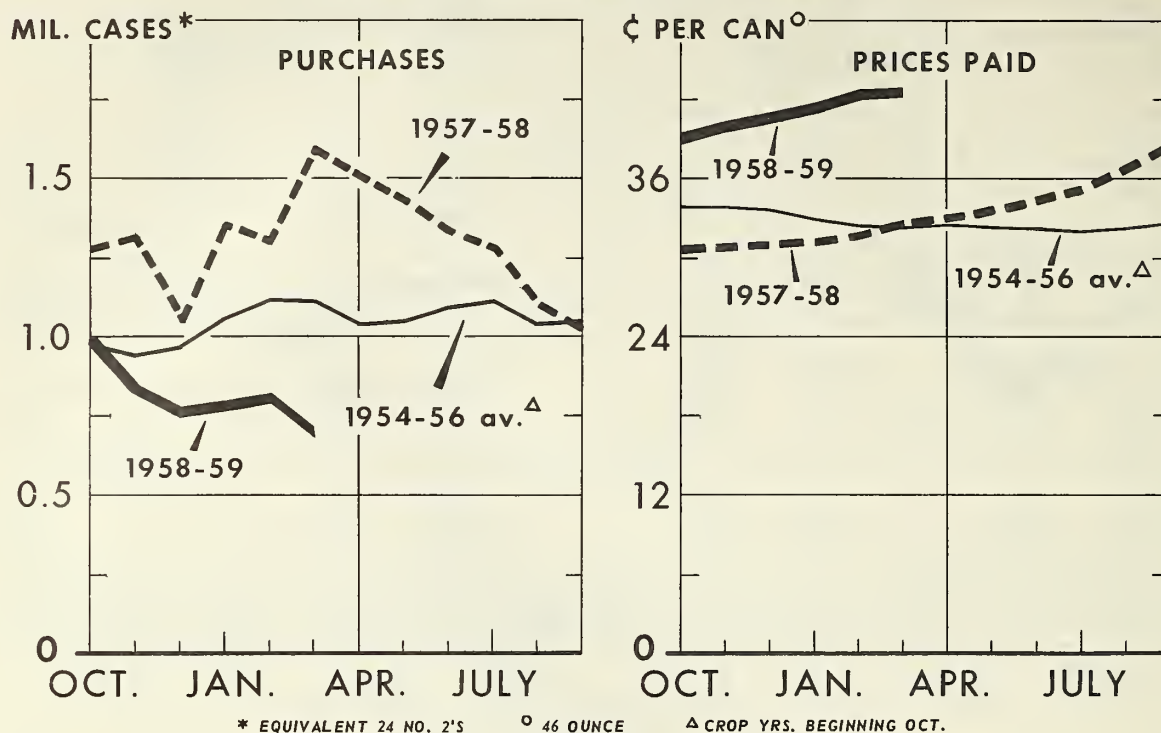
Table 13.--Chilled orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents 2/	Cents 3/	Cents 3/
Oct.	1,782	1,794	1,146	3.6	3.5	3.0	41.8	36.3	36.8
Nov.	1,911	1,869	1,296	3.5	4.1	2.7	42.5	35.8	37.3
Dec.	1,706	1,786	1,579	3.4	3.5	3.3	42.1	35.9	36.1
Oct.-Dec.	5,749	5,958	4,398						
Jan.	2,002	2,129	1,666	4.4	4.3	3.2	41.2	35.4	35.0
Feb.	2,124	2,163	1,650	4.8	4.7	3.6	40.2	36.4	35.7
Mar.	1,993	2,277	1,794	4.4	4.8	3.4	41.6	38.4	35.5
Oct.-Mar.	12,343	13,153	9,968						
Apr.		2,147	1,858		4.4	3.6		39.6	35.6
May		2,099	1,937		4.2	3.5		40.9	35.2
Jun.		2,087	1,933		4.0	3.7		40.4	34.9
Oct.-Jun.		19,944	16,185						
Jul.		1,714	1,674		3.4	3.3		41.2	35.0
Aug.		1,516	1,574		3.3	3.1		41.0	35.1
Sep.		1,600	1,525		3.2	3.0		41.4	35.7
Season		25,247	21,347					38.4	35.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Price per actual quart. 3/ Price per equivalent quart.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6649-59 (5) AGRICULTURAL MARKETING SERVICE

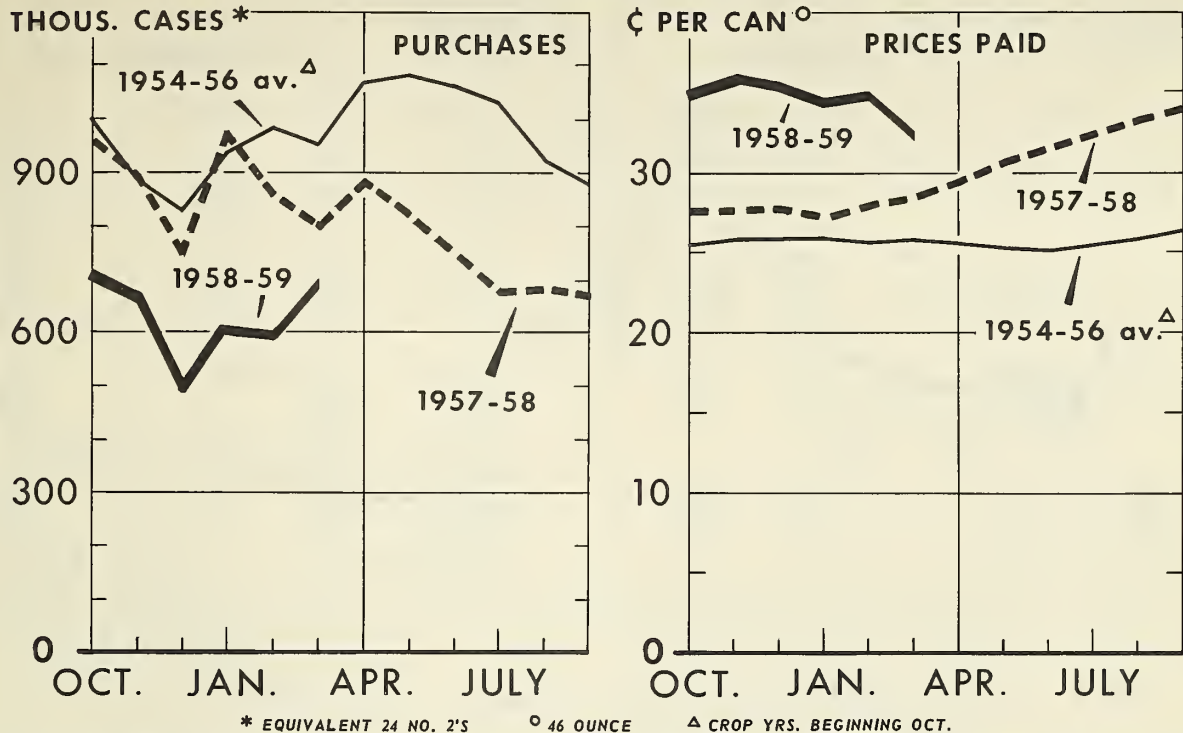
Table 14.--Single-strength orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date, and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	996	1,268	978	9.1	10.9	7.9	39.1	30.6	33.8
Nov.	846	1,313	944	8.4	11.5	8.0	39.9	30.7	33.8
Dec.	754	1,042	968	7.5	9.6	7.9	40.5	30.9	33.5
Oct.-Dec.	2,767	3,885	3,121						
Jan.	791	1,353	1,055	7.6	11.8	8.0	41.6	31.1	32.7
Feb.	806	1,309	1,118	8.0	11.0	9.1	42.2	31.7	32.3
Mar.	694	1,580	1,113	6.7	11.8	9.1	42.5	32.6	32.2
Oct.-Mar.	5,231	8,548	6,685						
Apr.		1,504	1,033		11.4	9.2		32.8	32.4
May		1,433	1,046		11.0	8.1		33.4	32.3
Jun.		1,328	1,087		11.0	9.0		34.3	32.2
Oct.-Jun.		13,129	10,120						
Jul.		1,277	1,110		10.4	9.9		35.2	32.0
Aug.		1,086	1,036		9.2	9.6		36.6	32.2
Sep.		1,020	1,044		9.2	9.5		38.3	32.5
Season		16,721	13,566					33.0	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 6650-59 (5) AGRICULTURAL MARKETING SERVICE

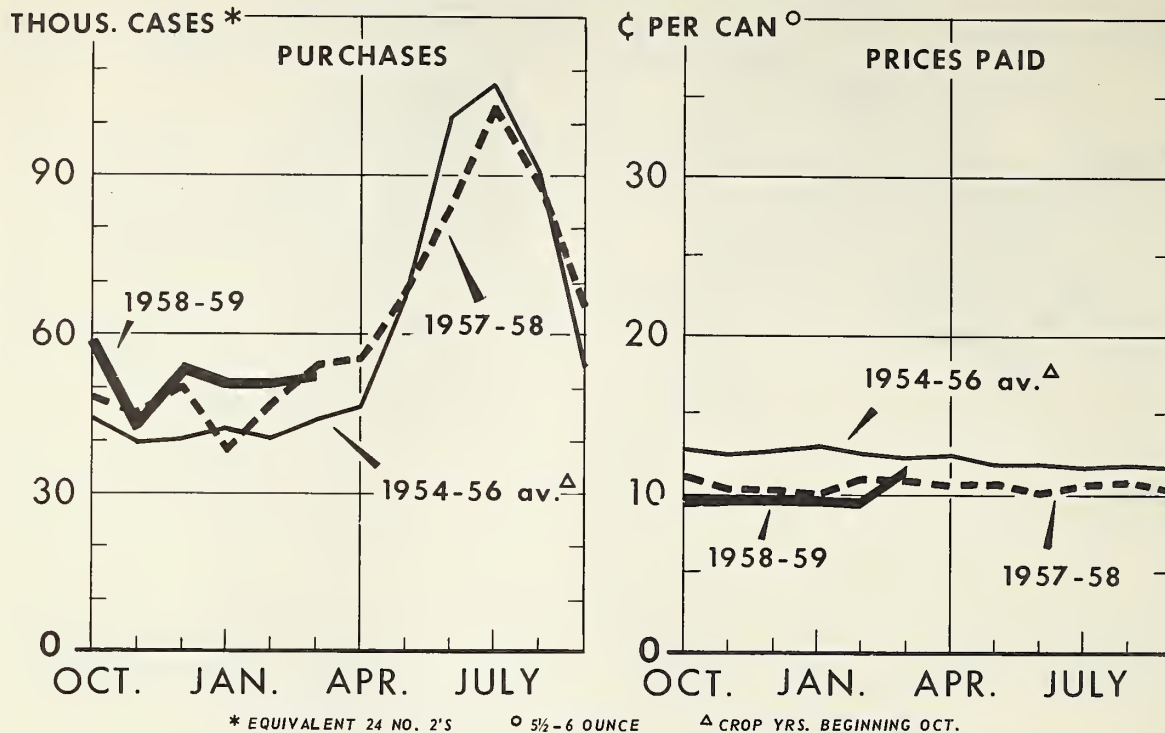
Table 15.--Single-strength grapefruit juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	706	959	1,015	6.6	8.1	8.0	35.0	27.4	25.6
Nov.	663	894	883	5.8	7.8	7.2	35.7	27.4	25.9
Dec.	502	743	824	5.1	6.6	6.6	35.6	27.6	25.9
Oct.-Dec.	2,007	2,814	2,927						
Jan.	609	967	938	5.8	8.5	7.9	34.5	27.3	25.9
Feb.	590	855	983	5.7	7.7	8.1	34.8	28.1	25.7
Mar.	689	798	950	6.5	6.9	7.3	32.4	28.4	25.9
Oct.-Mar.	4,064	5,639	6,037						
Apr.		879	1,069		7.8	8.3		29.5	25.7
May		815	1,083		7.4	8.1		30.4	25.4
Jun.		749	1,063		7.2	7.5		31.4	25.2
Oct.-Jun.		8,248	9,503						
Jul.		674	1,032		6.1	7.4		32.4	25.5
Aug.		679	922		6.6	7.2		33.3	25.9
Sep.		664	875		6.1	7.2		34.1	26.5
Season		10,431	12,557					29.5	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH LEMON JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6651-59 (5) AGRICULTURAL MARKETING SERVICE

Table 16.--Single-strength lemon juice: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period ^{1/}	Purchases			Families buying			Prices paid per 5½-6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	59	48	44	2.4	2.2	2.2	9.7	11.1	12.8
Nov.	43	45	39	2.1	2.0	1.8	9.8	10.3	12.4
Dec.	53	50	40	2.2	2.3	2.0	9.8	10.3	12.7
Oct.-Dec.	163	156	137						
Jan.	51	38	42	2.2	1.9	2.1	9.8	10.0	13.1
Feb.	51	47	40	2.3	2.2	2.0	9.7	11.1	12.8
Mar.	52	54	44	2.4	2.3	2.5	11.5	11.0	12.4
Oct.-Mar.	329	304	274						
Apr.		55	46		2.6	2.3		10.4	12.5
May		68	67		3.1	2.9		10.6	12.0
Jun.		84	101		3.6	4.5		10.0	12.0
Oct.-Jun.		525	506						
Jul.		113	117		4.6	4.5		10.6	11.8
Aug.		88	90		3.5	3.4		10.7	11.9
Sep.		65	54		2.8	2.6		10.3	11.7
Season		812	786					10.5	12.2

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. ^{2/} Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 17.--Pineapple juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,201	1,248	1,352	11.6	12.2	12.5	30.5	29.6	27.9
Nov.	1,056	1,277	1,220	10.4	12.9	12.6	30.8	29.0	28.4
Dec.	997	1,121	1,174	9.7	11.0	12.4	32.0	29.3	28.4
Oct.-Dec.	3,501	3,886	4,027						
Jan.	1,056	1,264	1,285	10.4	12.1	12.5	31.9	29.3	28.1
Feb.	1,029	1,304	1,424	10.0	12.4	12.7	32.1	28.5	27.7
Mar.	1,079	1,297	1,400	10.4	12.4	12.9	32.2	29.1	27.5
Oct.-Mar.	6,929	8,046	8,507						
Apr.		1,172	1,388		11.8	12.5		29.6	27.4
May		1,368	1,312		12.6	11.2		29.0	27.7
Jun.		1,284	1,335		12.3	10.8		28.6	27.7
Oct.-Jun.		12,164	12,878						
Jul.		1,239	1,253		12.1	11.7		29.5	28.0
Aug.		1,345	1,251		12.2	10.2		29.1	28.0
Sep.		1,138	1,248		10.8	9.9		30.1	28.1
Season		16,174	16,906					28.5	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

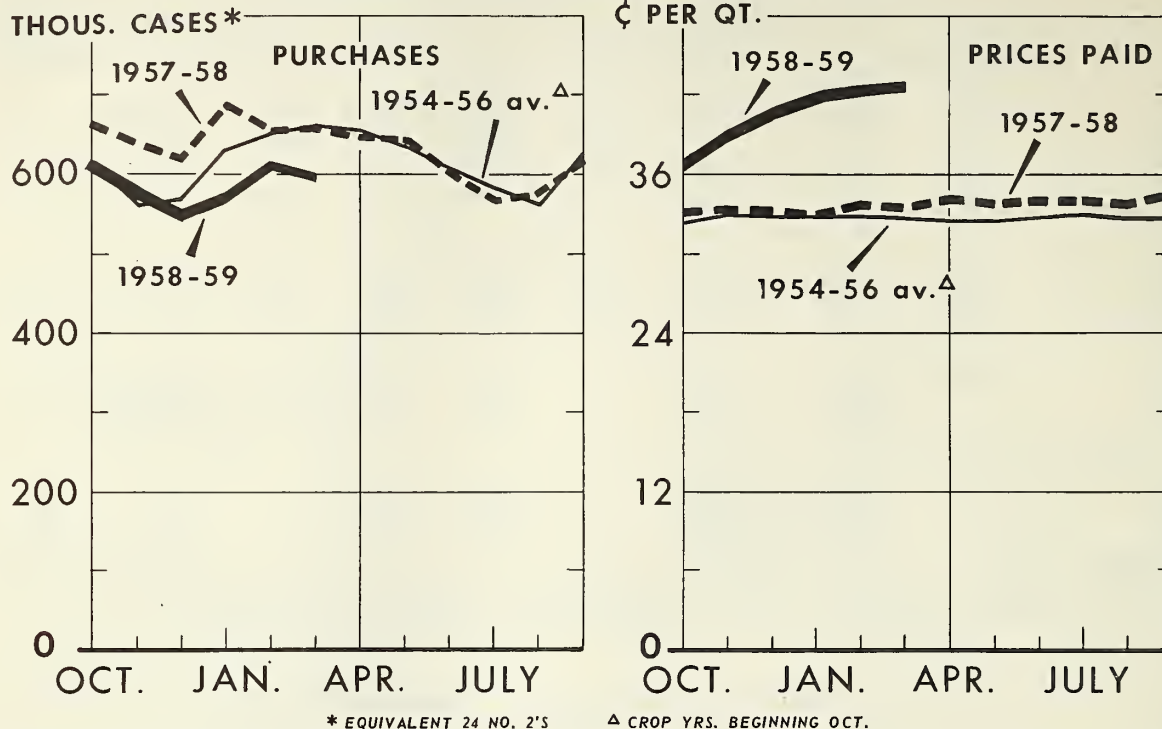
Table 18.--Pineapple-grapefruit drink: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	935	718	276	8.5	6.8	2.8	30.0	29.8	28.0
Nov.	997	599	232	9.1	6.0	2.2	29.4	30.4	28.2
Dec.	862	471	186	7.5	5.0	2.4	30.0	31.1	28.6
Oct.-Dec.	2,978	1,911	764						
Jan.	1,026	585	272	8.9	5.9	2.8	30.3	30.4	29.2
Feb.	1,169	748	309	9.9	6.9	3.4	29.7	29.6	29.2
Mar.	973	755	423	8.6	6.9	3.9	30.5	29.4	29.3
Oct.-Mar.	6,433	4,183	1,850						
Apr.		621	443		6.3	4.4		30.9	29.2
May		808	549		7.3	5.7		30.2	27.9
Jun.		1,068	671		9.2	7.6		29.1	27.7
Oct.-Jun.		6,890	3,630						
Jul.		973	813		8.8	7.1		29.6	28.1
Aug.		919	828		8.6	7.1		29.9	28.4
Sep.		785	610		7.1	6.1		31.0	29.3
Season		9,794	6,024					30.0	28.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6652-59 (5) AGRICULTURAL MARKETING SERVICE

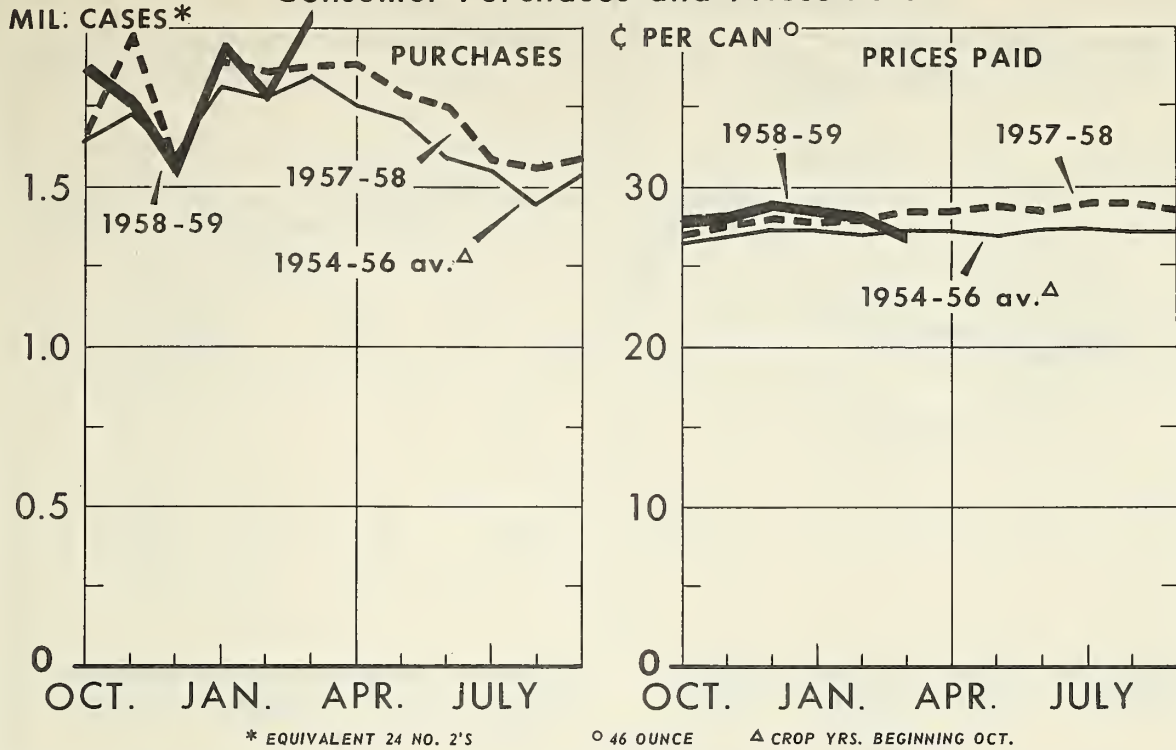
Table 19.--Prune juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	613	666	615	7.1	7.7	8.1	36.7	33.0	32.3
Nov.	578	634	562	7.0	7.4	7.6	38.9	33.2	32.8
Dec.	552	619	569	6.7	7.3	7.6	40.5	33.1	32.7
Oct.-Dec.	1,859	2,047	1,872						
Jan.	572	684	629	7.1	7.7	7.8	42.0	32.9	32.7
Feb.	608	655	651	7.3	7.5	7.6	42.3	33.6	32.7
Mar.	596	659	660	6.9	7.6	8.9	42.6	33.4	32.6
Oct.-Mar.	3,768	4,205	3,972						
Apr.		644	653		7.4	8.0		34.0	32.4
May		642	636		7.0	7.4		33.7	32.4
Jun.		600	603		6.7	7.2		33.9	32.6
Oct.-Jun.		6,200	6,011						
Jul.		566	585		6.8	7.2		33.9	32.9
Aug.		577	566		6.5	7.0		33.8	32.7
Sep.		617	623		6.8	7.8		34.3	32.7
Season		8,091	7,923					33.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6653-59 (5) AGRICULTURAL MARKETING SERVICE

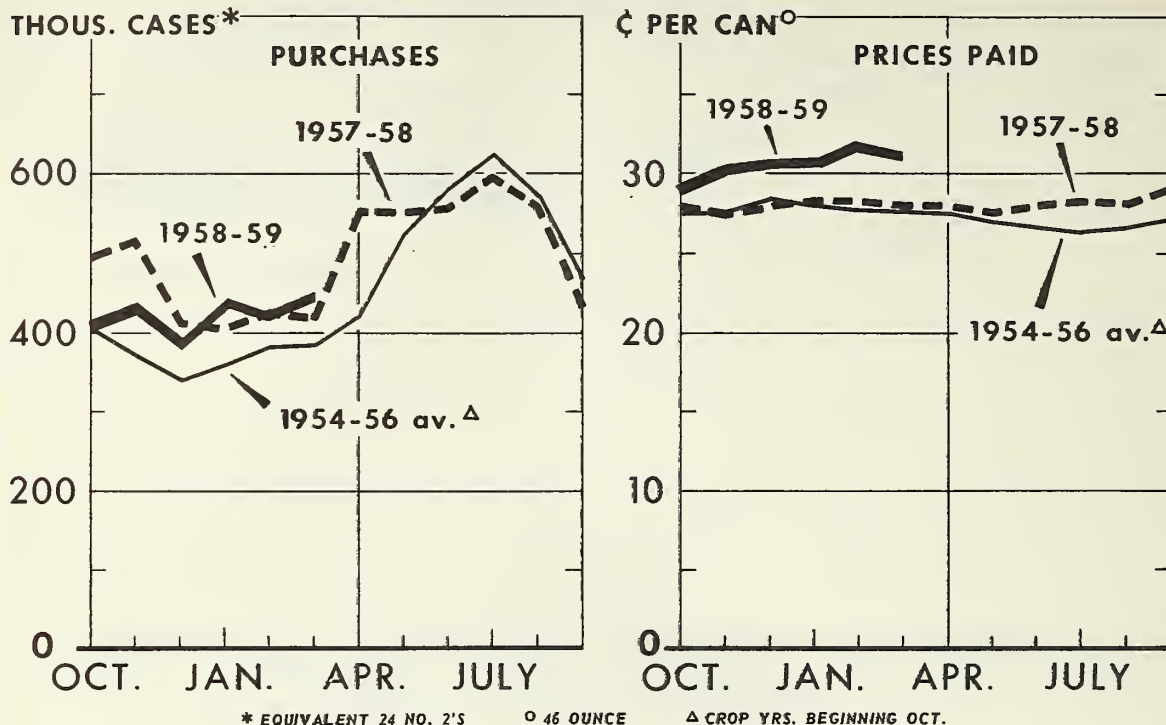
Table 20.--Tomato juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,867	1,663	1,640	17.0	16.5	16.3	27.8	27.0	26.5
Nov.	1,759	1,985	1,720	16.3	20.9	16.8	28.1	27.5	26.9
Dec.	1,560	1,560	1,582	15.9	16.1	16.8	28.9	28.0	27.4
Oct.-Dec.	5,596	5,644	5,390						
Jan.	1,952	1,892	1,818	18.1	18.8	17.8	28.5	27.7	27.4
Feb.	1,795	1,859	1,773	17.6	18.1	18.2	28.0	27.9	27.0
Mar.	2,033	1,873	1,846	18.1	18.1	19.2	26.9	28.5	27.3
Oct.-Mar.	11,853	11,824	11,282						
Apr.		1,876	1,755		18.6	18.9		28.5	27.2
May		1,794	1,715		17.4	18.1		28.7	27.0
Jun.		1,751	1,593		17.1	17.3		28.5	27.4
Oct.-Jun.		17,602	16,772						
Jul.		1,573	1,553		17.2	16.1		29.1	27.5
Aug.		1,554	1,449		14.5	16.1		29.0	27.3
Sep.		1,596	1,536		15.6	16.1		28.5	27.2
Season		22,704	21,657					28.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH ORANGEADE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 6647-59 (5) AGRICULTURAL MARKETING SERVICE

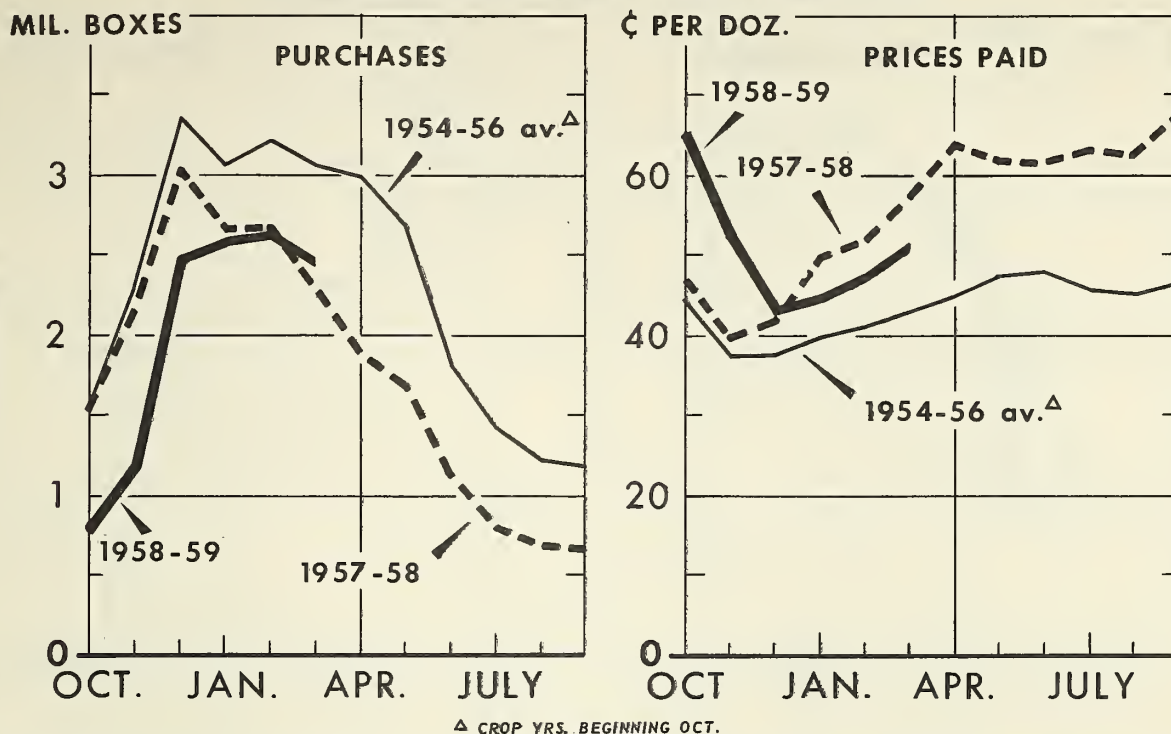
Table 21.--Single-strength orangeade: Consumer purchases, percentage of families buying and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	408	494	403	3.1	3.9	3.4	29.3	28.0	27.5
Nov.	431	518	373	3.4	3.6	3.4	30.1	27.5	27.5
Dec.	390	412	340	2.8	3.0	2.9	30.5	27.9	28.2
Oct.-Dec.	1,304	1,514	1,190						
Jan.	440	402	359	3.5	2.9	2.6	30.6	28.2	28.0
Feb.	421	424	383	3.3	3.2	3.2	31.5	28.2	27.8
Mar.	444	417	385	3.7	3.2	3.2	31.0	27.8	27.7
Oct.-Mar.	2,691	2,867	2,422						
Apr.		553	420		4.4	3.4		27.9	27.5
May		550	524		3.7	4.2		27.4	27.0
Jun.		553	581		4.1	4.8		27.8	26.6
Oct.-Jun.		4,678	4,069						
Jul.		594	621		4.6	4.4		28.1	26.3
Aug.		559	572		4.0	4.4		28.0	26.6
Sep.		428	466		3.5	3.4		29.0	27.1
Season		6,358	5,875					28.0	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

ALL FRESH ORANGES

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-59 (5) AGRICULTURAL MARKETING SERVICE

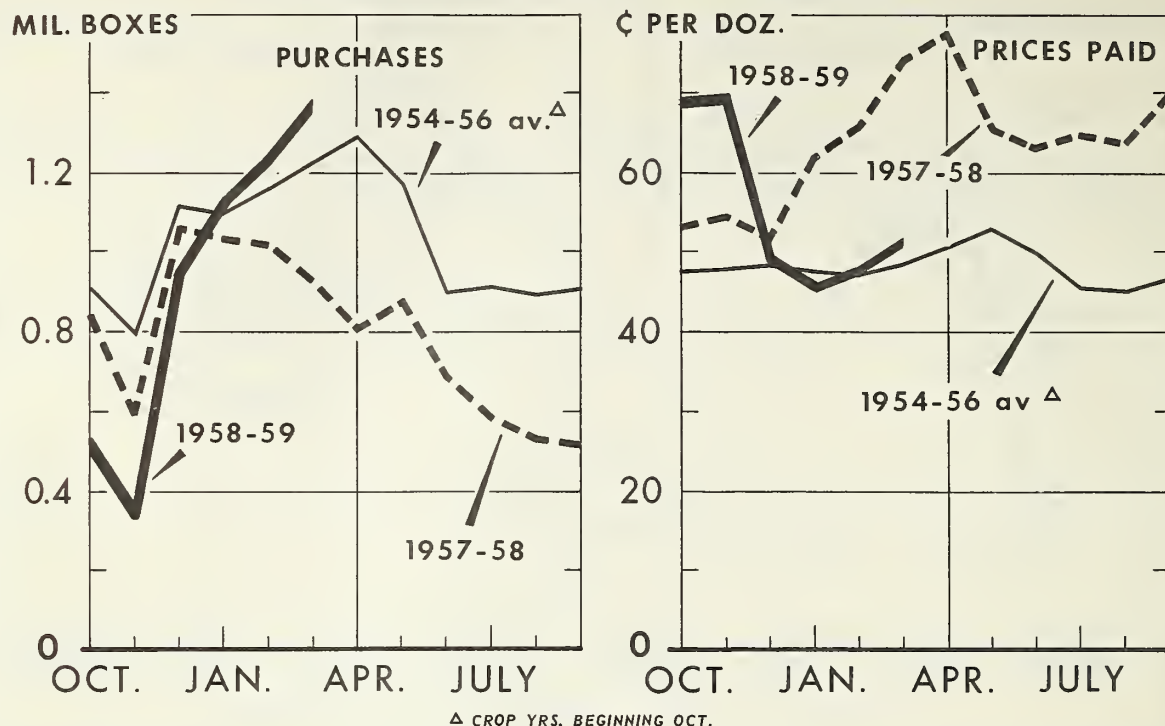
Table 22.--Fresh oranges, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1954-55/ 1956-57								1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	750	1,526	1,506	16.3	29.0	25.7	64.7	46.9	44.2
Nov.	1,176	2,162	2,276	26.3	36.8	37.7	52.3	39.8	37.5
Dec.	2,474	3,039	3,360	44.8	48.1	47.5	43.4	41.6	37.9
Oct.-Dec.	4,749	7,343	7,900						
Jan.	2,585	2,666	3,060	41.8	41.2	43.4	44.6	49.5	39.9
Feb.	2,623	2,670	3,214	42.8	44.0	43.7	46.6	51.9	40.9
Mar.	2,465	2,297	3,059	40.5	39.7	42.0	50.1	56.8	43.0
Oct.-Mar.	13,085	15,578	15,167						
Apr.		1,884	2,986		33.7	42.8		63.7	44.8
May		1,686	2,682		32.1	39.8		62.0	47.4
Jun.		1,125	1,801		24.2	33.6		61.5	47.8
Oct.-Jun.		20,651	26,025						
Jul.		801	1,422		17.0	25.8		62.8	45.4
Aug.		685	1,207		14.9	21.2		62.3	45.2
Sep.		660	1,170		13.3	20.8		67.8	46.2
Season		22,970	30,113					52.2	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH CALIFORNIA-ARIZONA ORANGES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6656-59 (5) AGRICULTURAL MARKETING SERVICE

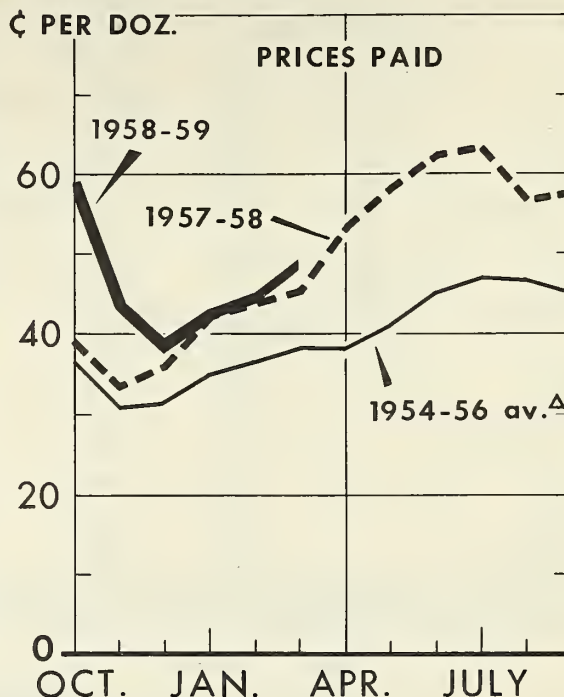
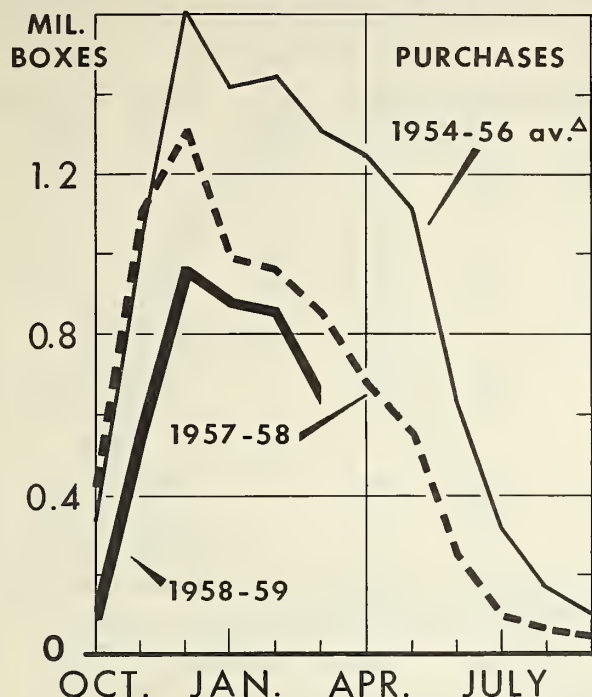
Table 23.--Fresh oranges, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	525	842	912	11.6	17.8	18.9	68.4	53.1	47.7
Nov.	338	593	799	9.8	13.9	18.2	69.2	54.4	47.8
Dec.	947	1,060	1,114	23.6	24.0	24.3	48.9	51.9	48.3
Oct.-Dec.	1,894	2,701	3,083						
Jan.	1,131	1,031	1,092	22.5	21.4	20.1	45.7	61.9	47.8
Feb.	1,221	1,017	1,159	23.4	21.6	20.5	47.9	65.8	46.9
Mar.	1,374	922	1,227	26.2	20.3	21.4	51.4	74.5	48.5
Oct.-Mar.	5,935	5,924	6,865						
Apr.		803	1,291		18.5	23.6		77.7	50.7
May		872	1,176		21.2	22.8		65.6	53.0
Jun.		685	900		17.6	21.7		62.9	50.1
Oct.-Jun.		8,515	10,453						
Jul.		587	914		13.4	19.0		64.8	45.5
Aug.		529	889		11.9	16.7		64.0	45.3
Sep.		517	908		10.6	17.0		70.3	46.6
Season		10,280	13,393					63.2	48.3

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH FLORIDA ORANGES

Consumer Purchases and Prices Paid



^Δ CROP YRS. BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE

Figure 12

NEG. 6657-59 (5) AGRICULTURAL MARKETING SERVICE

Table 24.--Fresh oranges, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	85	427	337	2.1	9.0	3.9	58.8	39.0	36.3
Nov.	545	1,114	1,043	11.8	18.4	16.4	43.5	33.4	30.9
Dec.	964	1,310	1,609	15.7	18.7	20.3	38.6	35.9	31.5
Oct.-Dec.	1,764	3,135	3,343						
Jan.	879	991	1,419	15.2	14.4	19.2	43.1	42.0	34.7
Feb.	859	959	1,442	14.9	16.2	18.8	45.0	43.6	36.7
Mar.	646	851	1,301	11.0	15.0	16.7	49.0	45.1	38.2
Oct.-Mar.	4,353	6,153	7,848						
Apr.		675	1,244		11.3	16.1		52.9	38.2
May		552	1,118		8.8	14.7		58.1	40.7
Jun.		264	639		4.3	10.5		62.1	45.0
Oct.-Jun.		7,741	11,067						
Jul.		104	317		1.9	5.6		62.9	46.8
Aug.		66	175		1.4	3.0		56.7	46.6
Sep.		55	110		1.1	2.0		57.5	45.1
Season		7,977	11,697					42.5	36.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 25.--Fresh grapefruit, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	156	74	0.9	3.0	1.9	2/	80.7	102.1
Nov.	107	137	102	2.2	2.6	2.0	82.3	79.5	87.4
Dec.	197	201	163	3.0	2.8	3.4	83.8	69.1	73.0
Oct.-Dec.	384	535	388						
Jan.	200	226	198	2.8	3.3	3.0	80.8	67.0	71.3
Feb.	243	279	204	3.1	3.9	3.3	77.4	71.5	70.5
Mar.	239	281	209	3.1	3.9	3.3	78.4	71.7	71.8
Oct.-Mar.	1,129	1,390	1,052						
Apr.		283	200		4.3	3.1		79.5	71.4
May		258	178		4.8	2.8		92.0	78.0
Jun.		175	148		3.9	2.6		112.5	89.1
Oct.-Jun.		2,148	1,620						
Jul.		97	89		2.5	2.5		134.0	104.5
Aug.		76	82		2.0	2.4		143.7	115.0
Sep.		38	89		1.2	2.9		153.4	110.7
Season		2,376	1,902					84.3	81.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

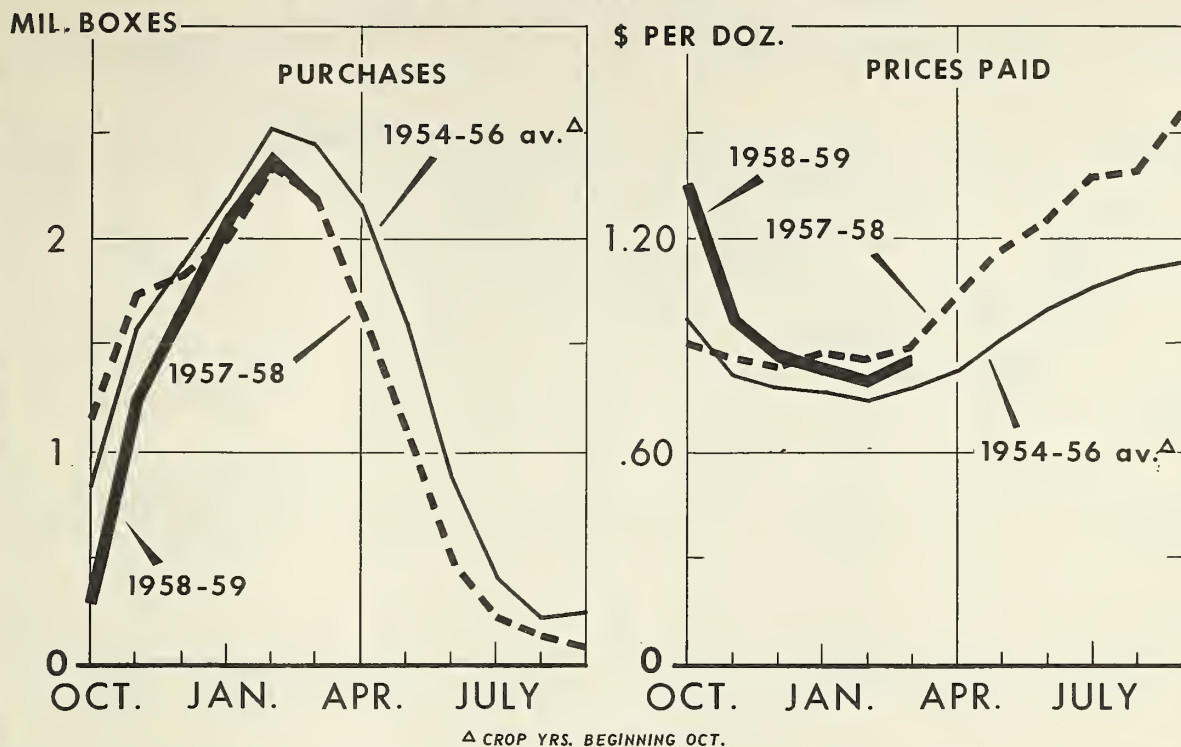
Table 26.--Fresh grapefruit, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	133	628	409	4.4	13.3	6.6	121.6	92.3	94.4
Nov.	690	1,066	920	13.4	17.0	15.8	98.9	87.5	82.8
Dec.	916	1,024	1,092	14.2	15.3	17.9	91.2	92.7	80.7
Oct.-Dec.	1,910	2,985	2,701						
Jan.	1,091	1,028	1,219	16.1	15.2	18.2	90.2	99.2	81.7
Feb.	1,300	1,137	1,442	17.4	17.0	19.7	85.3	97.1	78.4
Mar.	1,260	1,055	1,448	17.3	16.3	19.4	89.8	100.9	80.7
Oct.-Mar.	5,883	6,500	7,188						
Apr.		793	1,285		12.8	17.6		118.4	85.4
May		490	940		9.4	13.9		142.8	95.9
Jun.		135	462		3.3	8.5		148.8	105.6
Oct.-Jun.		7,987	10,055						
Jul.		36	169		1.1	3.8		150.4	108.6
Aug.		2/	65		.5	1.5		2/	111.1
Sep.		2/	76		.3	4.3		2/	112.0
Season		8,052	10,371					101.1	85.1

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

ALL FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 13

NEG. 6658-59 (5) AGRICULTURAL MARKETING SERVICE

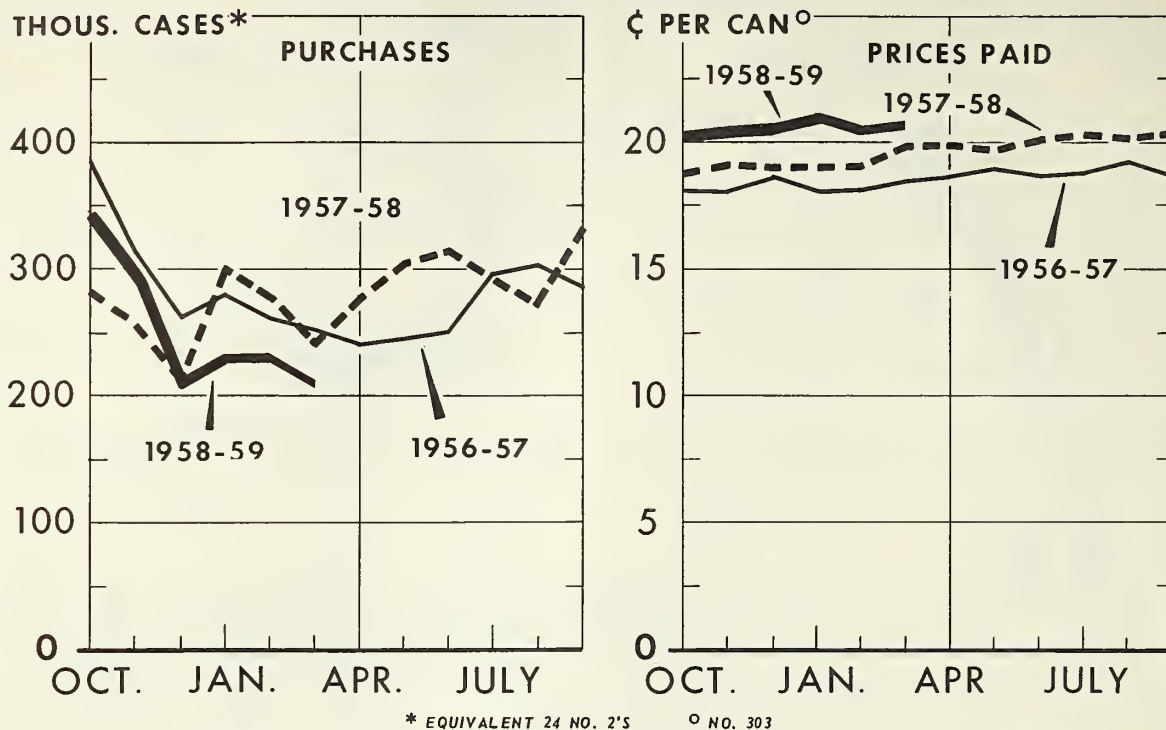
Table 27.--Fresh grapefruit, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period ^{1/}	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	291	1,152	827	9.0	22.7	12.8	134.0	90.8	96.8
Nov.	1,243	1,726	1,583	23.4	26.6	24.6	96.7	85.9	82.4
Dec.	1,664	1,825	1,889	25.0	24.8	27.9	87.8	83.8	78.5
Oct.-Dec.	3,543	5,146	4,787						
Jan.	2,105	2,000	2,199	28.4	27.7	29.8	83.6	88.5	77.4
Feb.	2,376	2,336	2,526	30.4	31.4	31.8	80.8	86.1	74.3
Mar.	2,178	2,193	2,440	28.2	30.1	30.9	86.1	89.6	77.7
Oct.-Mar.	10,749	12,266	12,619						
Apr.		1,638	2,153		23.7	28.4		103.0	82.1
May		1,085	1,587		18.4	22.4		116.6	91.5
Jun.		496	896		10.0	14.7		125.0	99.9
Oct.-Jun.		15,656	17,573						
Jul.		226	421		5.3	8.6		137.0	105.9
Aug.		137	225		3.3	5.2		138.2	111.4
Sep.		81	256		2.3	10.2		155.3	112.7
Season		16,128	18,519					94.0	83.0

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 14

NEG. 6654-59 (5) AGRICULTURAL MARKETING SERVICE

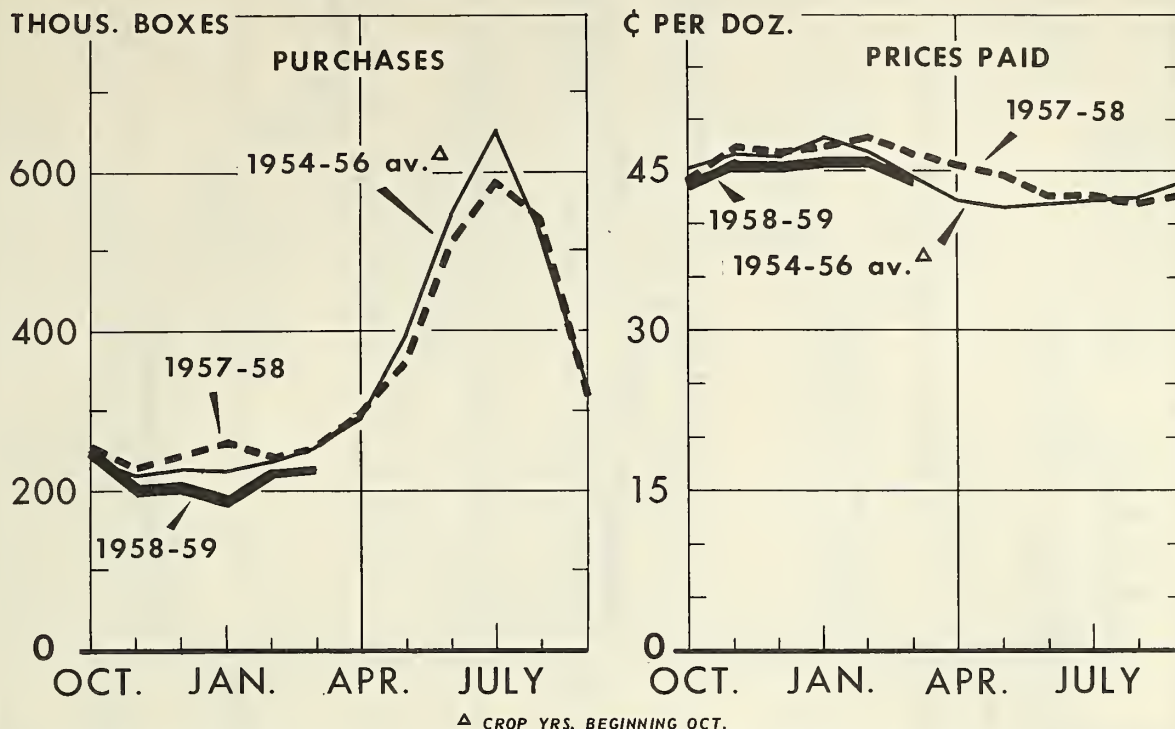
Table 28.--Canned grapefruit sections: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	345	282	384	5.7	5.2	6.7	20.3	18.7	18.1
Nov.	289	256	313	5.5	4.8	5.6	20.4	19.1	18.0
Dec.	211	209	261	4.0	4.1	5.0	20.5	19.0	18.6
Oct.-Dec.	897	803	994						
Jan.	229	300	280	4.6	5.4	5.3	21.0	19.0	18.1
Feb.	230	279	260	4.1	5.3	5.0	20.4	19.0	18.1
Mar.	209	240	250	4.1	4.7	4.6	20.7	19.8	18.5
Oct.-Mar.	1,628	1,675	1,853						
Apr.		278	238		5.1	5.0		19.8	18.6
May		303	242		5.7	5.0		19.7	18.8
Jun.		312	248		5.8	4.6		20.1	18.6
Oct.-Jun.		2,649	2,638						
Jul.		292	296		4.7	5.3		20.2	18.7
Aug.		273	301		4.6	5.4		20.1	19.1
Sep.		331	285		5.4	5.1		20.3	18.7
Season		3,614	3,588					19.6	18.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

FRESH LEMONS

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 15

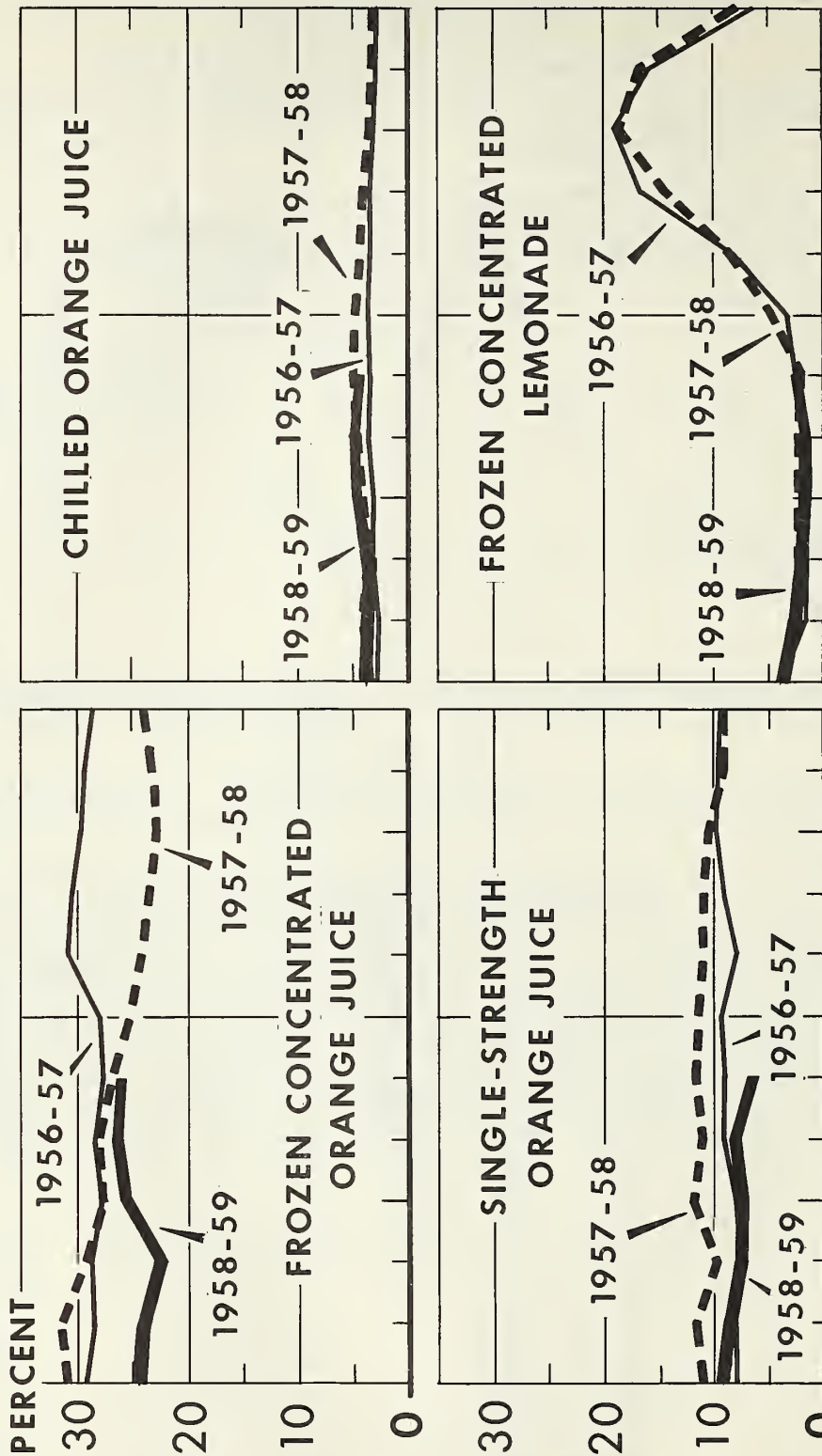
NEG. 6659-59 (5) AGRICULTURAL MARKETING SERVICE

Table 29.--Fresh lemons: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	248	259	243	16.0	17.2	17.5	43.9	44.1	45.1
Nov.	201	226	221	14.6	16.0	17.2	45.2	47.1	46.6
Dec.	203	243	227	14.6	17.1	17.1	45.2	46.6	46.4
Oct.-Dec.	703	790	757						
Jan.	189	261	223	13.9	17.6	16.5	45.7	46.9	48.1
Feb.	220	242	238	15.1	18.0	17.2	45.7	47.8	46.4
Mar.	227	251	251	15.6	17.2	17.8	43.9	46.5	44.5
Oct.-Mar.	1,395	1,604	1,528						
Apr.		295	293		19.3	19.5		45.2	42.3
May		363	394		21.7	21.9		44.6	41.7
Jun.		508	544		25.8	29.6		42.7	42.0
Oct.-Jun.		2,888	2,867						
Jul.		585	653		29.3	30.4		42.7	42.3
Aug.		538	525		25.9	25.8		42.0	42.6
Sep.		317	324		18.6	19.5		42.8	44.0
Season		4,429	4,480					44.2	43.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

PERCENTAGE OF FAMILIES BUYING SELECTED CITRUS JUICES



OCT. JAN. APR. JULY OCT. JAN. APR. JULY

PERCENTAGE OF FAMILIES BUYING SELECTED FRESH CITRUS FRUITS

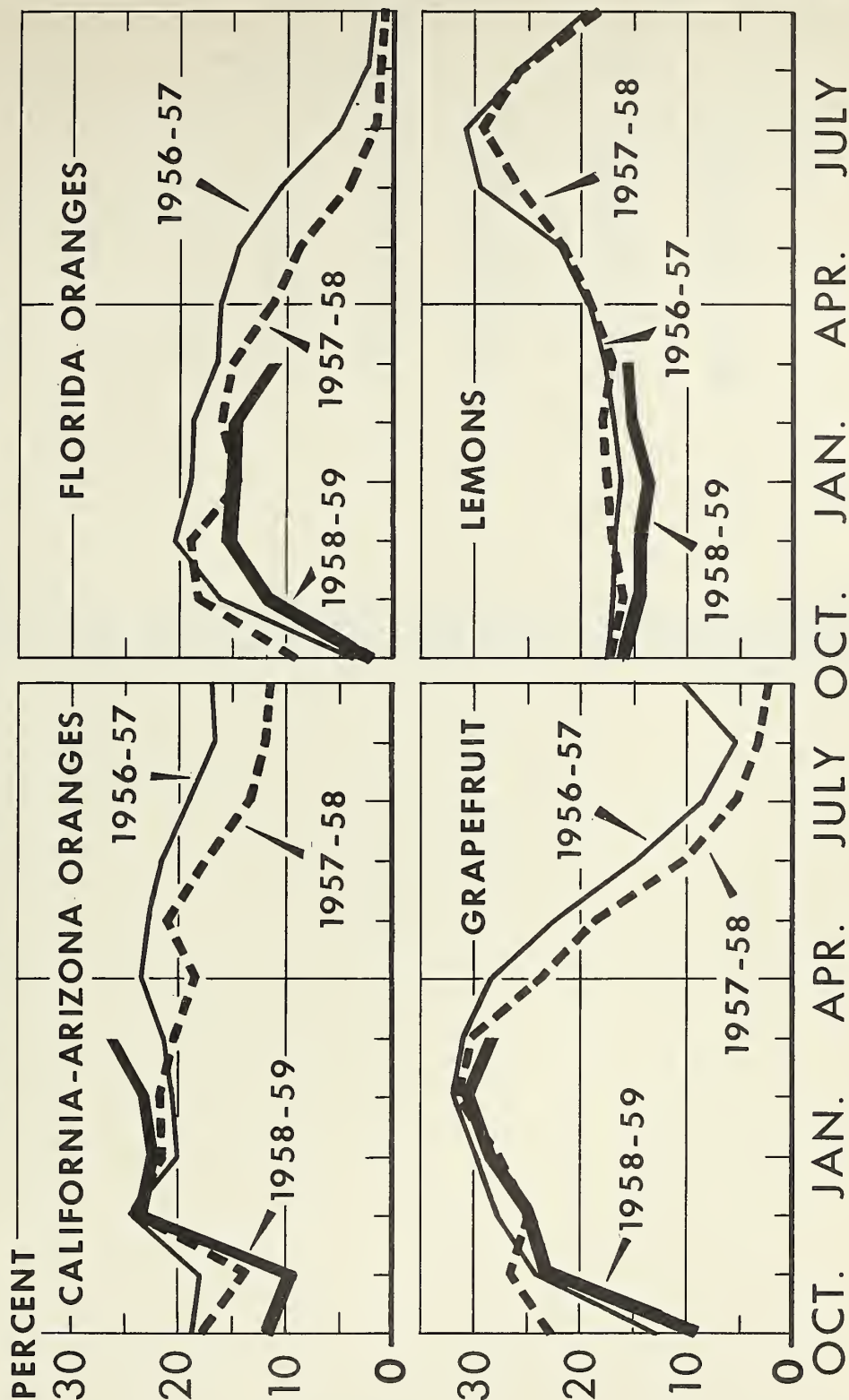


Table 30.--Fresh tangerines: Consumer purchases, percentage of families buying and average prices paid, October 1956 to date

Period ^{1/}	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	2/	2/	0	0.2	0.1	2/	2/	2/
Nov.	100	349	252	3.0	8.7	7.4	50.4	46.4	45.1
Dec.	1,068	882	1,385	20.4	17.5	23.8	38.4	43.8	36.5
Oct.-Dec.	1,332	1,422	1,956						
Jan.	517	308	856	10.1	7.2	15.5	37.9	46.9	31.7
Feb.	224	90	302	4.5	2.4	6.8	35.8	44.5	35.2
Mar.	2/	2/	75	.9	.4	2.1	2/	2/	41.8
Oct.-Mar.	2,128	1,839	3,219						
Apr.									
May									
Jun.									
Oct.-Jun.									
Jul.									
Aug.									
Sep.									
Season								44.9	33.4

^{1/} Monthly data are for 4-week (28 day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. Normal season runs from November through March. ^{2/} Too few purchases reported for analysis.

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